

CheckUp

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Hospital Salutes United Way Donors

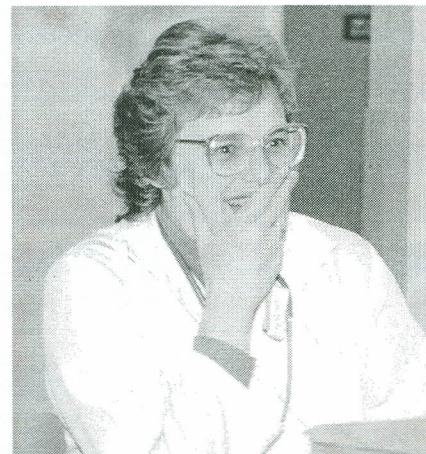
Generosity may have its own rewards, but they rarely come in the form of a trip for two to Cancun. Just ask Cynthia Hertzog, a clinical nurse facilitator in the hospital's short procedure unit who contributed to the United Way's Community Giving Campaign and was selected by random drawing to win the grand prize.

In all, employees or 32 percent of the workforce contributed to the hospital-wide campaign, according to Susan Hoffman, chairperson and manager, community relations.

"We are truly grateful for this level of support," she said of the favorable response to the annual appeal. "The United Way touches lives through a wide range of health and human service agencies and all of them count on our help through this campaign."



Cynthia Hertzog's co-workers in the Short Procedure Unit offer their congratulations.



Cynthia Hertzog reacts to the news that she's won a trip for two to Cancun. As a contributor to the United Way's Community Giving Campaign, she was one of 1,653 employees eligible for the grand prize.

In addition to Hertzog, employees who contributed to the campaign and won special prizes include: Sandra Kulp and Anthony Zancolli, gourmet dinners for 10; Ruth Davis and Lisa Taylor, weekend getaways at a bed and breakfast; Julia Clelland, Frederick Heller, III, Maria Farkas, Paula Olexa and Joan Ring, gift certificates; Amy Potter, two tickets and transportation to a Broadway show; Joyce Najarian, two tickets and transportation to Radio City Music Hall; Judith Sabino and Carla Sue Close, 12 movie passes; Edith Gray and Colleen Yons, season passes to Dorney Park; and Rachel Allen, Patricia Bachert, Rosalie Boucher, Lois Douglass, Loretta Gogel, Colleen Kuebler, Kelly Peterson, Pamela Repetz, Cindy Talago and Jacqueline Verba, reserved parking spaces at either hospital site for one year.

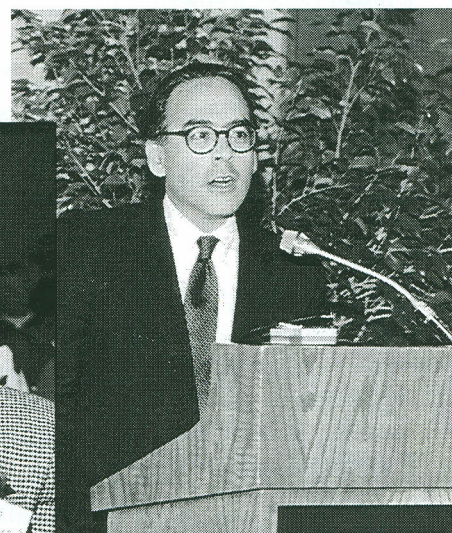
Employees selected by random drawing to receive a paid day off include Lynne Amato, Robert Atlas, Constance Beidelman, Greg Binder, Carole Bosch, Donna Burkos, Keely Choi, Wanda Church, Bruce Curry, Ruth

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Women make 75 percent of healthcare decisions for themselves and their families, and in today's changing environment, they have many new choices to consider. Over 350 women heard Elliot J. Sussman, MD, hospital president and CEO, explain some of the changes and issues important to women in this era of healthcare reform. Dr. Sussman was

one of the featured speakers at "Spirit of Women" Oct. 29. The one-day event sponsored by WomanCare and other community organizations, focused on the topics of work, family and health. Among the other speakers was Rev. Anne G. Huey, director of support services, Lehigh Valley Hospice.

United Way Campaign (from page 1)

Davis, Linda Faust, Jeanne Fignar, Linda Freed, Shelly Gable, Jamie Gabryluk, Andrea Geshan, Vivian Getz, Joan Hamilton, Sharon Hanuschak, Fred Heller, Jean Hertzog, Joanne Jacob, Kelly Jordan, Diane Kennedy, Bernie Kuhns, Vicki LaPorte, Bonnie Le, Elizabeth Martin, Janice Mayer, Margaret McGinley, Maurine McQuilken, Carolyn Miller, Cynthia Mompie, Connie Moore, Linda Moyer, Carol Mutchler, Marjorie Nader, Ellen Neiman, Susan Phifer, James Roth, Adele Schaffer, K. Schleicher, Richard Steigerwalt, Leanne Stendell, Miriam Turnbach, Richard Wagner, Noreen Williams, Dorothy Wojciechowski, Edward Xander and Robin Zwolenik.

Also, Eugene Anderson, Kathleen Baker, Sharon Bartz, Pearl Boyle, Laura Carr, Linda

Charlton, Betty Christman, Christine Cressman, Carol Cyriax, Carol Dane, Mary Fix, Lucille Gery, Gail Gillespie, Marilyn Guidi, Jan Gushen, Dan Hartman, Eileen Iobst, Maribeth Johnson, Andrea Jones, Dan Kane, Laurie Kilian, Linda Kish, Jerry Kresge, Tracy Kuhnsman, Kathy Lezzini, Jeannine Miller, Myrtle Miller, Bertha Newcomer, Joanne Ochs, Sherryann Oels, Kim Oswald, Jerome Pawlowski, Dorothy Pfeiffer, Kathy Roth, Susan Sawka, Judy Schwartz, Monica Serfas, Sharon Shipwash, Angela Sinkler, Donna Slotter, Patricia Snyder, Michael Spleen, Carol Steager, Leanne Strawn, Sandra Tremblay, Kathryn Watt, Shirley Wentzel, Sandra Whitby, Charlene Wilson and Karen Wolczer. ■

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"A Better Start" Baby Bazaar

A Better Start is a prenatal program of the Perinatal Partnership in the Department of Obstetrics/Gynecology. The Perinatal Partnership provides prenatal services including outreach, to low income women in the Lehigh Valley. The public/private partnership is supported by the Dorothy Rider Pool Health Care Trust, the Pew Charitable Trust, the Howard Heinz Endowment, the Pennsylvania Department of Health and Welfare, the Lehigh Valley Chapter March of Dimes Birth Defects and Lehigh Valley Hospital

On Dec. 9, 1993, the A Better Start program will hold a "Baby Bazaar" in Room 900 in the School of Nursing at 17th & Chew. The bazaar is part of an incentive program to enroll and maintain low income women in prenatal care. The women are given "baby dollars" when they keep their appointments, have diagnostic testing or attend prenatal classes. At the Baby Bazaar, the women can exchange the play money for baby items. The women look forward to being able to obtain some new and useful items for their newborns.

The bazaars are supported by donations from community organizations and groups. Recently, the Allentown Auxiliary of Lehigh Valley Hospital and Alpha Delta Kappa at Roosevelt Elementary School held baby showers to collect gifts for the December bazaar.

We need your help, too! On Dec. 2 and 3, there will be a container outside the cafeterias at both sites for your donations. The gifts may also be brought to Room 3902 in the School of Nursing. Call ext. 2668 if you have any questions.

The baby items need to be new but do not need to be wrapped. Some of the most popular items are listed below:

- | | |
|---------------------|-------------------------|
| • crib sheets | • booties |
| • baby towels | • receiving blankets |
| • baby washcloths | • undershirts (9 mos.+) |
| • socks | • bibs |
| • footed sleepers | • baby shampoo |
| • onesies | • diapers |
| • crib blankets | • sweaters |
| • bumper pads | • hats |
| • baby wipes | • booster seats |
| • bottles (plastic) | • crib mobiles |

As always, your support is deeply appreciated. **The mothers, babies and the perinatal partnership staff thank you very much! .**

Clinical Pastoral Residents Provide Counsel and Comfort



From left: Cathy Childs, Nancy Kain, Mark Applewhite (kneeling), James Yoder, Claire Michaels (with Jazz) and Sosiness Demo.

"How could God allow this to happen?"

It's a question often tinged with fear, anger or sorrow. For the mother whose child has been critically injured, the teenager ravaged by AIDS, and the retiree with burns over 40 percent of his body, there are no easy, if any, answers.

"It's not unusual for people in crisis to question God," says Nancy Kain. "But, in the process of helping to restore their faith, it manages to reaffirm my own." Kain and her colleagues, who include ordained ministers and graduate students, are often called on to provide spiritual counsel and comfort to people in extraordinary pain.

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HR Development Information

■ *Hospital Orientation*

The next hospital orientation will begin at 8 a.m. at Cedar Crest & I-78 on Monday, Dec. 6 and an optional tour of both sites will be held on Wednesday, Dec. 8 beginning at 1 p.m. at 17th & Chew and 2:30 p.m. at Cedar Crest & I-78.

■ *CPR Certification*

CPR Certification, for which pre-registration is required, will be held in two parts, and

attendance is required for both. Part I will be held Tuesday, Jan. 18 from 9 to noon in room 900, School of Nursing, 17th & Chew. Part II will be held Tuesday, Jan. 25 from 9 to noon, also in room 900, School of Nursing. To register, complete and return the appropriate form which is available on a monthly HRD calendar, outside HRD, room 1914, School of Nursing, 17th & Chew, or outside the HR benefits area at Cedar Crest & I-78.

■ *CPR Recertification*

CPR Recertification will be held in the 24 hour period beginning at 10 a.m. on Wednesday, Dec. 15 in the Pediatric Classroom, 5th floor, 17th & Chew. ■

Symposia Reminder

The next topics of the Regional Symposium Series were announced by Human Resource Development. They will be held in the auditorium at Cedar Crest & I-78. Additional information is available by calling ext. 4609.

Update on Upper Extremity and Cervical Spine Problems: A Primary Care Approach will be held Saturday, Dec. 4. Topics for the day include "Cervical Spine Pain," "Shoulder Impingement," "Shoulder Arthritis," "Elbow Tendonitis," "Elbow/Wrist Neuropathy," "Wrist/Hand Tenosynovitis," "Carpal Tunnel Syndrome," "Osteoarthritis of the Wrist/Hand," "Upper Extremity/Hand Tumors," "Hand Infections," "Nail Bed and

Finger Injuries" and "Upper Extremity/Hand Vascular Problems."

Endocrinology Update will be held Saturday, Jan. 8, 1994. Topics include "Current Treatment of Osteoporosis," "A Clinical Approach to Lumps in the Thyroid," "Best Screening Tests for Suspected Endocrine Disorders," "The DCCT Study: Its Findings and Message to Physicians Caring for Patients with Diabetes, Growth and Development in Ages Five through the End of Puberty: Recognition of the Problems and Development on the Horizon in the Prevention and Treatment of Diabetes: Looking for a Cure." ■

Health Promotion and Disease Prevention

Health Promotion and Disease Prevention announces the winners of its "I'm Worth It!" incentive program. They include:

• Cedar Crest & I-78

Sol Maria Burgos, SPD, One Day Trip of Choice (Lehigh Valley Motor Club - \$75)

Patty Deutsch, Main OR, Gift Certificate (Lehigh Valley Mall - \$50)

Martha Svrcek, GI Lab, Gift Certificate (Amway - \$25)

• 17th & Chew

Cheryl Lakey, Safety, One Day Trip of Choice (Lehigh Valley Motor Club - \$75)

Linda Smith, OR, Gift Certificate (Lehigh Valley Mall - \$50)

Julie Gagemi, CPA, Gift Certificate (Amway - \$25) ■

Bulletin Board

■ *National Pharmacy Week*

National Pharmacy Week was celebrated the week of Oct. 25. Lehigh Valley Hospital's Pharmacy Department celebrated with displays in both lobbies offering drug information pamphlets on a variety of topics and a humorous video entitled "RESPECT." Several pharmacists also performed brown bag clinics at area retirement homes, where they reviewed the prescriptions and medications of the residents for therapeutic duplication, expired medications, proper administration, etc. A program for kindergarten children called "Katy's Kids" was also presented in conjunction with the Mideastern Pennsylvania Society of Hospital Pharmacists.

■ *Nightingale Scholarship*

Nightingale Awards of Pennsylvania, a non-profit foundation dedicated to retaining and recruiting nurses in Pennsylvania, invites qualified candidates to apply for scholarships to pursue an education in nursing. Applications must be postmarked Feb. 1, 1994 and scholarships will be awarded in the spring. To qualify you must be a resident of Pennsylvania, have attained a GPA of at least 2.5, attend or plan to attend a nursing school in Pennsylvania which prepares the individual to become a practical nurse or a registered nurse or be in a nursing program for entry level position, not an advanced degree. Applications can be obtained from any Patient Care Services or in the office of Professional Development, GSB, CC & I-78. If you have any questions, call Professional Development at ext. 1704.

■ *Special Development Opportunity*

Anyone interested in a 38-foot cabin cruiser? Or a 20-foot runabout? A longtime benefactor of Lehigh Valley Hospital owns a 1988 Pearson 38 DC (double cabin), fully equipped and in excellent shape and a 1985 model Wellcraft 197 Élan Runabout, also in great shape. Anyone familiar with watercraft will recognize both names as upscale. Our friend is interested in selling both boats, and intends for Lehigh Valley Hospital to be the ultimate beneficiary of the proceeds. The money from

this sale will be used to create a trust which eventually will be conveyed to the hospital's Trust Fund. Anyone interested or desiring more information should call George J. Lukac, Trust Fund president at ext 3030.

■ *Children's Christmas Party*

The Children's Christmas Party will be held Saturday, Dec. 11 in Classrooms 1, 2 and 3 at Cedar Crest & I-78 from 2-4 p.m. A magician will perform magic tricks and refreshments will be served. Santa Claus will stop by to greet all the children. Watch for flyers and a sign up sheet.

■ *One Stop Shopping Sale*

The second annual One Stop Shopping Sale is scheduled for Dec. 3 at 17th & Chew and on Dec. 10 at Cedar Crest & I-78. Hospital sweatshirts, jewelry, entertainment books and children's books will be available. There will also be a raffle to win an Entertainment Book. The Recreation Committee will donate the proceeds from the raffle to the Lehigh Valley Food Bank.

■ *Bloodmobile Visit*

Lehigh Valley Hospital has arranged with Miller Memorial Blood Bank for a bloodmobile to be held at CC & I-78 on Tuesday, Dec. 14 from 7:30 to 11:30 a.m. The bloodmobile will be located in Classrooms #2 and #3. Employees interested in donating may sign the registration form posted in their department or contact the Employee Health Office at ext. 8869 to schedule a time.

■ *Adopt a Family for Christmas*

Any department interested in adopting a family for Christmas can call Susan Friend in Community Health at ext. 7455 for details. There are families with needy children that attend the Central Elementary School in Allentown.

■ *Mittens and Gloves for Christmas*

Keep little hands warm this winter by contributing to the Professional Nurse Council Christmas project. Six hundred pairs of gloves and mittens are being collected for Central Elementary School children ages 5-12. Items do not have to be wrapped and can be delivered to any nursing unit by Dec. 12. Call Carol Sorrentino at ext. 8759 with any questions. ■

About Our People ...

Kathleen F. Gallagher, MA, MHT, Adult Psychiatry, was recently accepted into Chi Sigma Iota, an international honor society for outstanding students and professionals in counseling. Gallagher was a May 1993 graduate from Kutztown University with an MA in Counseling Psychiatry.

Luis Martinez, vice president, Human Resources, was a speaker at the Hospital Association of Pennsylvania's Annual Conference in Harrisburg in October. Martinez spoke to human resource colleagues on "Administration of Hospital Executive and Physician Salaries."

The 25th anniversary of the Pennsylvania Society of Hospital Pharmacists was recently celebrated in Lancaster, PA with the help of several members of Lehigh Valley Hospital's Pharmacy Department. The Society's 25th Annual Assembly was held on Oct. 13-15, 1993. The chairman for the program was **Greg Snyder, assistant pharmacy director**;

members of the program planning committee included **Rich Attilio, assistant pharmacy director**, **MaryBeth Karoly, supervisor, LVH-17 pharmacy**, and **Howard Cook, staff pharmacist, LVH-17 pharmacy**. The program included speakers from across the country and representatives from numerous national and state healthcare organizations such as the American Society of Hospital Pharmacists, the American Pharmaceutical Association, the Hospital Association of Pennsylvania and the Pennsylvania Organization of Nursing Executives. The highlight of the program was the assembly of all of the past 25 presidents of PSHP for a special presentation during the officer installation banquet. During the banquet, Greg Snyder was installed to a 3-year term as board member at large of PSHP.

Rosemary Cerimele, Assistant Risk Manager, represented Lehigh Valley Hospital at the 15th Annual Meeting of the American Society for Healthcare Risk Management in Chicago. She was accompanied by Janine Fiesta who was recognized for her initiation of this national organization.■

Health Benefits Open Enrollment

For Part-time Employees

The Lehigh Valley Health Network Health Plan is currently holding an open enrollment period for all part-time employees regularly scheduled at least 16 hours per week. If you decide to enroll in the Health Plan, the effective date will be Jan. 1, 1994. You will also be eligible for all hospital courtesy discounts. If you are already enrolled in the Lehigh Valley Health Network Health Plan, you do not need to re-enroll.

Please note that effective Jan. 1, 1994, the contribution for the medical plan for single coverage is still \$75 per month. The contribution for the medical plan for family coverage is still \$100 per month.

Contributions are deducted from your paycheck twice a month. The contribution is deducted on a pre-tax basis.

If you are interested in enrolling, please stop by Human Resources at Cedar Crest & I-78 to fill out an enrollment card and payroll deduction form by Dec. 31, 1993. Enrollment or cancellation may only take place once a year (before each January) unless you have a change of status.

For more details on the plan, please refer to your employee handbook or call Gerrienne Keiser at ext. 8839, Maryjane Zanders at ext. 1230 or Leilani Souders at ext. 8807.

For HMO PA/NJ

Human Resources is now conducting open enrollment for HMO PA/NJ. Information packets will be available in the Human Resources Department until Dec. 31, 1993 for coverage that will be effective Jan. 1, 1994.

Department of the Month: Cytology

The Recreation Committee salutes the Cytology Lab as the department of the month for November. The cytology lab, which studies cells, receives specimens either as fluids, which are processed by the lab, or as slides which have been prepared by a physician.

Once the specimen is placed on the slides and the cells are colored to enhance their features,

the cytotechnologist then microscopically examines the slides to determine if the cells are normal or show signs of infection, are precancerous or show malignant changes. Abnormal cells are then reviewed by a pathologist to confirm the cytotechnologist's interpretation and are then signed out for final diagnosis.

The Recreation Committee would like to recognize all members of the Cytology Lab for the terrific job they do every day. Congratulations to all!

Clinical Pastoral Residents

(from page 3)

It is this kind of formidable "field work" that is central to the clinical pastoral education residency at Lehigh Valley Hospital. "I would never have had this kind of experience in any other setting," says Rev. Mark Applewhite who formerly pastored two parishes in Ohio and Maryland. "It truly helps you to build on your strengths and improve your skills in areas where you're unfamiliar."

Sosiness Demo of Kenya concedes that the residency is as rewarding as it is challenging, and, at times, exhausting. "In my country, no one is allowed to work more than 12 hours a day," he says. Demo explains that in addition to preparing presentations and participating in workshops, he and his colleagues must be

on call on a rotating basis, 24 hours a day. Still, "I would like to see a program like this established in my homeland."

The residents agree that their clinical experience has helped to clarify their career goals. Cathy Childs believes her interest lies more in parish work while Rev. Jim Yoder feels called to work in an institutional setting.

While their vocations take them in different directions, they are confident of their calling. Each had previously pursued careers in areas as disparate as accounting, law, special education and music. Yet, they couldn't resist the call to carry on the Lord's work.

Perhaps Claire Michaels puts it best. "It was like Cinderella putting on the glass slipper," she says. "It was the perfect fit."

Health Benefits Open Enrollment

(from page 6)

Those considering enrollment must select a participating primary care physician, dentist and pharmacy from a list supplied by U.S. Healthcare. If the hospital you choose does not participate in HMO PA/NJ, there is a strong possibility HMO patients will receive a balance bill if provider fees exceed HMO's schedule.

Employees enrolled in HMO rather than the Lehigh Valley Health Network Health Plan will not be eligible for courtesy discounts at Lehigh Valley Hospital.

If you are interested in enrolling in the HMO PA/NJ, please return your enrollment form to Human Resources by Dec. 31, 1993 for an effective date of Jan. 1, 1994. If you have specific questions, please contact Gerriane Keiser at ext. 8830, Maryjane Zanders at ext. 1230 or Leilani Souders at ext. 8807.

Education: Emphasis of Helwig Diabetes Center

"A recent multi-center research study, done over 10 years, definitively showed that complications in diabetes are related to high blood sugar levels. Diabetes education can show you the way to control blood sugar in your daily life."

- Larry Merkle, MD
Medical Director
Helwig Diabetes Center

With a renewed emphasis on patient and community education, the Helwig Diabetes Center is spearheading efforts to increase public awareness of the symptoms, effects and methods of treating diabetes. During November, in observance of National Diabetes Month, center personnel have been presenting that information to retirees, physician office staffs and others who are at risk of or unfamiliar with this manageable disease.

Perhaps the most compelling reasons for the center's educational campaign are the potentially devastating effects of diabetes which can include problems like blindness, kidney failure, heart disease, and stroke. "With proper education, patients can learn ways to manage diabetes," says Kim Sterk, RN, BSN, CDE, nurse coordinator at the Helwig Diabetes Center. "In fact, with proper planning, people can live their lives in much the same way they did before developing diabetes." Our staff works very hard to develop a personal diabetes management plan that incorporates diabetes into an individual's lifestyle.

The two main types of diabetes, insulin and non-insulin dependent, result from the body's inability to convert food into energy because the pancreas doesn't produce enough of the

hormone insulin. Gestational diabetes, a less common form, develops in some women during pregnancy. (For more information, please refer to Vim & Vigor, November 1993.)

One of the most daunting tasks facing diabetes educators is in identifying the estimated 6 million people nationwide who have non-insulin dependent diabetes and do not know it. Sterk's advice is simple and direct: "Don't ignore the warning signs."

The following symptoms are typical of insulin-dependent diabetes: frequent urination, excessive thirst, extreme hunger, dramatic weight loss, irritability, weakness and fatigue and nausea and vomiting. Non-insulin dependent diabetics may have any of the insulin-dependent symptoms as well as drowsiness, blurred vision, tingling or numbness in the hands or feet or itching. You may have one or more of the symptoms. Symptoms generally occur suddenly on insulin-dependent diabetes. Symptoms may occur gradually and be more subtle on non-insulin dependent diabetes; persons in this category are generally overweight.

Sterk advises anyone with these symptoms to see a doctor immediately. "What's most important to remember is that diabetes is a manageable condition," she says.

It's a point that she and her staff can't emphasize enough to the more than 600 children and adults with diabetes who enrolled in classes offered by the Helwig Diabetes Center last year. Through group classes and individual teaching sessions, the staff educates patients and their families about insulin administration, blood-sugar monitoring, diabetes and pregnancy, diet assessment, and coping skills.

In addition to Sterk, the staff includes Karen Friedly and Heather Sunderland, registered dietitians, Ellen Cooper, Mary Jane Frank and Donna Slotter, certified diabetes nurse educators, Helen Seifert, nurse coordinator, diabetes and pregnancy, Alex Kindrachuk and Beverly Trexler, secretarial staff and Mary Swierczynski, program director. ■

*All employees are cordially invited
to the Annual Meeting
of the Board of Trustees
of Lehigh Valley Hospital
December 1, 1993
4:30 p.m.
Lehigh Valley Hospital
Cedar Crest & I-78
Auditorium*